IN THE UNITED STATES PATENT AND TRADEMARK OFFICE.

Appl. No.: 10/796,485 Confirmation No.: 2291

Applicant(s): Stone, et al. Filed: March 9, 2004

Art Unit: 3687

Examiner: Rudy, Andrew J.

Title: SYSTEMS, METHODS AND COMPUTER PROGRAM PRODUCTS FOR

IMPLEMENTING PROCESSES RELATING TO RETAIL SALES

Docket No.: 940472-267909

Customer No.: 24239

AMENDMENT UNDER 37 C.F.R. § 1.121

Sir:

In response to the Office Action dated January 26, 2009, please amend the above-identified application as follows:

Amendments to the Claims are reflected in the listing of claims beginning on page 2 of this paper; and

Remarks begin on page 12 of this paper